CLAIMS

1. An ink jet recording medium having an ink receiving layer formed on a substrate, wherein an ink fixing agent contained in the ink receiving layer is a serpentine compound containing at least one metal selected from the group consisting of Mg and Zn.

2. The ink jet recording medium according to claim 1, wherein the serpentine compound has a BET specific surface area of 150 to 500 m^2/g.

3. The ink jet recording medium according to claim 1, wherein the serpentine compound has a total pore volume (N_2 gas adsorption method) of 0.40 to 1.20 mL/g.

4. The ink jet recording medium according to claim 1, wherein the serpentine compound has an average pore diameter (N_2 gas adsorption method) of 40 to 150 Å.

5. The ink jet recording medium according to claim 1, wherein the serpentine compound has a bottom reflection spacing (dÅ) measured by a powder X-ray diffraction method of 8.5 to 10.0 Å and a (060) reflection spacing (dÅ) of 1.53 to 1.56 Å.

6. The ink jet recording medium according to claim 1, wherein the serpentine compound has an average particle diameter of 1 to 15 μm.

7. The ink jet recording medium according to claim 1, wherein the serpentine compound is represented by the

following formula (1):

$$(Mg_aZn_b)Si_2O_5(OH)_{2(a+b)-2}\cdot nH_2O \quad (1)$$

wherein "a", "b" and "n" satisfy $2.7 < a < 3.5$, $0 \leqq b < 0.25$ and $0 < n < 3$, respectively.

8. The ink jet recording medium according to claim 1, wherein the serpentine compound is synthetic.

9. The ink jet recording medium according to claim 1, wherein the ink fixing agent is a fixing agent for a pigment- or dye-containing ink.

10. The ink jet recording medium according to claim 1, wherein the ink fixing agent is a fixing agent for a pigment-containing ink.

11. An ink fixing agent for use in an ink jet recording medium having an ink receiving layer formed on a substrate, which is contained in the ink receiving layer and a serpentine compound containing at least one metal selected from the group consisting of Mg and Zn.

12. The ink fixing agent according to claim 11, wherein the serpentine compound has a BET specific surface area of 150 to 500 m^2/g.

13. The ink fixing agent according to claim 11, wherein the serpentine compound has a total pore volume (N_2 gas adsorption method) of 0.40 to 1.20 mL/g,

14. The ink fixing agent according to claim 11, wherein

the serpentine compound has an average pore diameter (N_2 gas adsorption method) of 40 to 150 Å.

15. The ink fixing agent according to claim 11, wherein the serpentine compound has a bottom reflection spacing measured by a powder X-ray diffraction method (dÅ) of 8.5 to 10.0 Å and a (060) reflection spacing (dÅ) of 1.53 to 1.56 Å.

16. The ink fixing agent according to claim 11, wherein the serpentine compound has an average particle diameter of 1 to 15 μm.

17. The ink fixing agent according to claim 11, wherein the serpentine compound is represented by the following formula (1):

$$(Mg_aZn_b)Si_2O_5(OH)_{2(a+b)-2}\cdot nH_2O \quad (1)$$

wherein "a", "b" and "n" satisfy $2.7 < a < 3.5$, $0 \leqq b < 0.25$ and $0 < n < 3$, respectively.

18. The ink fixing agent according to claim 11, wherein the serpentine compound is synthetic.

19. The ink fixing agent according to claim 11 which is a fixing agent for a pigment- or dye-containing ink.

20. The ink fixing agent according to claim 11 which is a fixing agent for a pigment-containing ink.